

OFFICE OF THE CITY MANAGER NO.LTC# 165-2013

LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Members of the City Commission

FROM:

Jimmy L. Morales, City Manager

DATE:

May 1, 2013

SUBJECT: Status of Washington Avenue Call to Artists

CITY CLERK'S OFFICE

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The purpose of this Letter to Commission is to update you on the status of the Call to Artists issued by the City for a Washington Avenue revitalization project.

In the summer of 2012 a Washington Avenue Enhancement Plan was developed by the Administration based on input received from Washington Avenue stakeholders at a February, 2012 Planning Department workshop, as well as input from meetings of the Washington Avenue Neighborhood Association and from the City's Neighborhoods & Community Affairs Committee and Finance & Citywide Projects Committee. This plan addresses safety, cleanliness, marketing and promotion, and short- and long-term enhancements. There was consensus that a unique architectural lighting installation could contribute to the creation of a sense of place and draw people to the street. The Administration identified ArtPlace as a possible source of funds for such an installation.

ArtPlace is a granting organization composed of eleven leading national foundations (including the Knight Foundation,) eight federal agencies (including the National Endowment for the Arts,) and six of the nation's largest financial institutions. Its grants are for artist-driven "creative placemaking" projects, undertaken by municipalities in partnership with arts organizations, artists, and local and national organizations and agencies, which result in a transformative impact on community vibrancy and economic well-being for a specific area. To date ArtPlace grants have ranged from \$63,100 to \$1 million.

The ArtPlace grant requires the applicant, in this case the City, to have a fully realized project with a detailed budget and curator or artist selected at the time of application. As such, on February 6, 2013, the City Commission authorized the issuance of a Call to Artists for this project. The Call to Artists was released on February 6, 2013 and was managed by the Tourism, Culture and Economic Development Department. Interested artists needed to complete their application in CaFE™ (a national online resource for public art proposals) by April 5, 2013, Midnight EST. All materials were submitted online, via CaFE™. A total of 148 artists submitted applications. On April 16, 2013, the Art in Public Places (AiPP) Committee met and, after extensive discussion, motions recommending Juan Lopez and Francesco Simeti as finalists were passed. Per the Call, each finalist will receive a \$5,000 honorarium for a fully detailed proposal and budget due July 31, 2013. The selected finalist's proposal will form the basis for the City's application to ArtPlace.

On April 16, 2013, a Letter Agreement was sent to each of the two (2) finalists. Each will be visiting Miami Beach over the next few weeks to meet with staff and conduct a site visit of Washington Avenue.

Once final proposals are received on July 31, 2013, the AiPP Committee will review the proposals and make a recommendation. The City Commission will then have an opportunity to review, comment and select one of the two finalists for inclusion in the ArtPlace grant application.

Please contact me if you have any questions.

JLM/KGB/MAS

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